

CalPERS

Anthem Blue Cross: Worksite Wellness Pilot



Worksite Wellness Focus

- We will strive to meet the objective of delivering health awareness and lifestyle changes to our mutual membership through strategies at the workplace
- Focus on rural California sites in order to pilot benefits of worksite wellness in geographically underserved communities
 - Limited availability of wellness services in rural settings
 - Lack of extensive research on wellness in rural areas
 - Expanding issues related to wellness in rural communities
 - Evaluate unique Anthem opportunities to serve rural communities through telemedicine or other web-based service considerations

The Population

- The CalPERS statewide population has a staggering prevalence of chronic disease.
- Biometric screenings provide a significant tool to address risk factors, manage disease states, and engage employees to improve overall health.
- Inform, educate, and engage worksite employees in the importance of biometric screenings to improve overall health.
- Specifically engage members in reducing risk factors and target members with the following risk factors:
 - BMI > 30
 - LDL > 130
 - HDL < 45
 - Blood Sugar > 125
 - BP > 140/90
- Participation targets are as follows for this program
 - 10% initial year (Year 1)
 - 15% (Year 2)
 - 20% (Year 3)

Program Goals

- Establish comprehensive, robust communication plan, partnering with each division, leveraging their local leadership to launch program, and create awareness, engagement, and support with local employees.
- Communicate often and regularly through local Wellness Councils and HR teams
- Promote program (coordinate with current wellness calendar) by offering on-site, one-time incentives, drawings, & awards for program participation
- Use current Disease Management program data to specifically outreach local members that can benefit from the program, possible incentive for participation
- Structure ‘Corporate Challenges’ to encourage participation through local division leadership
- Keep program visible and promote engagement through integrated wellness communications, promotions, and on-going team challenges.
- On-going review and adjustments with local team leaders as needed

Outcome

When wellness programs are in place and employees are engaged, employees can change their lifestyles and improve their health.

Wellness Program Results:

Sick leave	- 27.8%
Workers' Comp claims	- 33.5%
Overall health costs	- 28.7%

Overall, average Return on Investment was \$5 saved for each \$1 spent.

Based on a study of over 50 health and wellness programs that included 370,000 employees.
Source: Proof Positive: An analysis of the Cost Effectiveness of Wellness, 5th Edition, L. Chapman, July 1, 2005